

City and County of San Francisco


San Francisco Convention Facilities



Willie Lewis Brown, Jr.
Mayor

Jack Moerschbacher
Director

July 14, 2000

TO: Terry Gwiazdowski
Government Information Center, SFPL
FM: Jack Moerschbacher, 
Director of Facilities
RE: Convention Facilities Management Annual Report 1998-1999

I am pleased to provide for your files two copies of the 1998-1999 Annual Report for Convention Facilities Management. We were pleased by our performance in that year and look forward to continued improvement in the future. Please call me with any questions or comments you might have.

Enclosure

Cc: Gloria S. Young, Clerk of the Board of Supervisors
Ryan Brooks, Director of Administrative Services

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**Convention Facilities Management
Department of Administrative Services
Annual Report
1998-1999**

The mission of Convention Facilities Management is to market, book and maintain the Moscone Center and Bill Graham Civic Auditorium. It is also the responsibility of the division to provide direction and funding to the San Francisco Convention and Visitors Bureau in its task of promoting San Francisco as a destination for conventions, meetings and tradeshow as well as tourism and corporate travel.

Financial Summary

Overall earned revenue from the combined facilities is up 3% over last year's level, with the greatest percentage increase shown for Bill Graham Civic Auditorium. Most notable among revenue components is a 20% growth in commissions from food and beverage activity at Moscone Center. This is a direct result of several large technology conferences that made extensive use of SMG's in-house catering services.

While operating expenses increased overall by 7%, much of this is attributable to the dramatic changes in operating environment for Moscone. Significant increases in security and traffic control have been necessary due to the changes in demographics and daily population in the immediate area. This directly related to the opening of the Rooftop at Yerba Buena Gardens and Sony's Metreon, both of which have numerous attractions targeting children and youth that have not historically been present in the area. The opening of both facilities greatly intensified nighttime activity on all Moscone perimeters. Additional increases came from start-up costs related to the comprehensive recycling program.

Statement of Revenue and Expenses

Revenue	
Hotel Tax	35,516,420
Facility Rental	7,017,810
Food and Beverage	2,071,295
Other	3,497,909
Total	48,103,434
Expenses	
Lease Bond Obligations	19,824,186
Salaries and Wages, Taxes and Benefits	10,208,589
San Francisco Convention & Visitors Bureau	7,000,000
Maintenance and Supplies	1,946,491
Insurance	2,409,873
Utilities	2,993,694
Other	1,803,846
Management Fee	300,000
Total	46,486,679

Utilization Summary

On a calendar year basis, it remains the goal of Convention Facilities Management to continue to operate the Moscone Center at 92% occupancy. This is our operating capacity. A 100% occupancy level is never achievable at any convention center if actual sellable dates and necessary maintenance schedules are accurately recorded. At 92% occupancy the Moscone Center is operating at capacity and continues to be one of the busiest convention facilities in the country.

Perhaps the most notable changes in utilization include a 5% growth in the number of event days; 7% growth in square footage of exhibit space used; and 7% increase in event attendance over last year's levels. National and international conventions and tradeshows continue to dominate the calendar, with information technology and health/medical events dominant among specific business sectors.

Utilization and attendance for Bill Graham Civic Auditorium have shown considerable increases this year. Last year's levels reflected the effects of a two year closure for renovation and the subsequent year's occupancy by the San Francisco Opera. This year saw encouraging recovery from Civic's traditional business sources, producing an increase of 30% in event days and 25% in event attendance.

Event and Use Statistics – Moscone Center and Bill Graham Civic Auditorium


	Moscone	Civic	Combined
Convention/Tradeshows	39	3	42
Tradeshows	12	4	16
Conventions	10	2	12
Consumer Shows (Public/Gated)	1	6	7
Meetings & Civic Events	16	64	80
Banquets	8	1	9
Concerts & Performing Arts		13	13
Examinations		6	6
Total	86	99	185

Attendance Summary – Moscone Center

	Event Attendees (1)	Total Annual Attendance (2)
Convention/Tradeshows	490,343	1,709,267
Tradeshows	261,163	956,009
Conventions	39,042	134,332
Consumer Shows (Public/Gated)	83,865	100,616
Meetings & Civic Events	16,984	16,984
Banquets	3,421	3,421
Total	894,818	2,920,629

(1) Event attendees reflects the number of attendees or exhibitors who registered or purchased a ticket for an event.

(2) Total annual attendance reflects repeat daily attendance for attendees and exhibitors registered for multi-day events.



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Attendance Summary – Bill Graham Civic Auditorium

	Event Attendees (1)	Total Annual Attendance (2)
Civic Events	11,525	16,070
Concerts & Performing Arts	70,428	71,356
Meetings & Conferences	24,512	39,953
Tradeshows	9,822	35,826
Conventions	15,854	35,662
Examinations	1,444	3,192
Banquets	238	476
Consumer Shows	10257	11257
Total	144,080	213,792

(1) Event attendees reflects the number of attendees or exhibitors who registered or purchased a ticket for an event.
 (2) Total annual attendance reflects repeat daily attendance for attendees and exhibitors registered for multi-day events.

Several significant benchmarks were achieved in 1998-1999 at the City's convention facilities. Registered attendance grew to nearly 900,000, and even more importantly, hotel roomnight occupancy grew by more than 20%, cresting at over 955,000 roomnights. The direct spending impacts to the local economy from attendees, exhibitors, and sponsoring organizations exceeded \$810 million. It is important to note that these are *direct* impacts without the application of multipliers.

The revitalization of historic Civic Center Plaza and the reopening of the grandly restored City Hall have also added vibrancy and luster to Bill Graham Civic Auditorium's immediate setting. As a result of these changes, overall occupancy at Civic for this past year indicates a gain of 10 percentage points over last year's level. This is reflected in a 30% increase in event days and a 25% increase in event attendance over last year's level.



Willie Lewis Brown, Jr
Mayor

Jack Moerschbaeche
Director

2000

DT: May 3, 2001
TO: Terry Gwiazdowski
Government Information Center, SFPL
FM: Jack Moerschbaeche
Director of Facilities
RE: Convention Facilities Management Annual Report 1999-2000

I am pleased to provide for your files two copies of the 1999-2000 Annual Report for Convention Facilities Management. We are proud of our performance in that year and look forward to continued improvement in the future.

Please call me at 978-5916 if you need any further information on this subject.

Enclosures

Cc: Gloria S. Young, Clerk of the Board of Supervisors
Ryan Brooks, Director of Administrative Services

Common/Moerschbaeche/CFM Annual Report FY 00 cover

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The mission of Convention Facilities Management is to market, book and maintain the Moscone Center and Bill Graham Civic Auditorium. It is also the responsibility of the division to provide direction and funding to the San Francisco Convention and Visitors Bureau in its task of promoting San Francisco as a destination for conventions, meetings and tradeshows as well as tourism and corporate travel.

Financial Summary

Overall earned revenue from the combined facilities is up 2% over last year's level. Most notable among revenue components is a 19% growth in commissions from food and beverage activity at both the Moscone Center and Bill Graham Civic Auditorium. This is a direct result of several large technology and major medical association conferences that made extensive use of SMG's in-house catering services.

While operating expenses increased overall by 5%, much of this is attributable to the dramatic changes in operating environment for Moscone. Significant increases in security and traffic control have been necessary due to the continuous changes in demographics and daily population in the immediate area. The recent openings of the Rooftop at Yerba Buena Gardens and Sony's Metreon have brought thousands of children, youth and parents to the area that have not historically been present. The opening of both facilities greatly intensified evening activity on all Moscone perimeters. Additional increases are due to increased maintenance and operating expenses associated with operating the aging Moscone Center as it approaches twenty years old.

Statement of Revenue and Expenses

Revenue	
Hotel Tax	39,025,333
Facility Rental	6,783,758
Food and Beverage	2,464,743
Other	3,436,418
Total	51,710,252
Expenses	
Lease Bond Obligations	20,251,166
Salaries and Wages, Taxes and Benefits	10,368,076
San Francisco Convention & Visitors Bureau	8,085,000
Maintenance and Supplies	1,744,215
Insurance	2,433,074
Utilities	3,041,433
Other	1,562,550
Management Fee	310,000
Total	47,795,514

Utilization Summary

On a calendar year basis, it remains the goal of Convention Facilities Management to continue to operate the Moscone Center at 92% occupancy. This is our operating capacity. A 100% occupancy level is never achievable at any convention center if actual sellable dates and necessary maintenance schedules are accurately recorded. At 92% occupancy the Moscone Center is operating at capacity and continues to be one of the busiest convention facilities in the country.

Perhaps the most notable change in utilization was a 4% growth in the number of event days at the Moscone Center, despite a decrease in the actual number of events held. This statistic confirms that the number of event days and the number of events during any given year can fluctuate dramatically, still resulting in very positive and efficient utilization of the facility. National and international conventions and tradeshow continue to dominate the calendar, with information technology and health/medical events dominant among specific business sectors.

Utilization and attendance figures for Bill Graham Civic Auditorium have shown considerable increases this year. 1999-2000 saw a dramatic 15% increase in number of events held and a 27% increase in total annual attendance.

Event and Use Statistics – Moscone Center and Bill Graham Civic Auditorium

	Moscone	Civic	Combined
Convention/Tradeshows	34	3	37
Tradeshows	7	4	11
Conventions	10	6	16
Consumer Shows (Public/Gated)	1	2	3
Meetings & Civic Events	12	75	87
Banquets	8	3	11
Concerts & Performing Arts	0	11	11
Examinations	0	10	10
Total	72	114	186

Attendance Summary – Moscone Center

	Event Attendees (1)	Total Annual Attendance (2)
Convention/Tradeshows	379,318	1,334,649
Tradeshows	132,391	528,383
Conventions	61,708	343,115
Consumer Shows (Public/Gated)	96,607	96,607
Meetings & Civic Events	6,477	12,112
Banquets	7,765	11,733
Total	684,266	2,326,599

(1) Event attendees reflects the number of attendees or exhibitors who registered or purchased a ticket for an event.

(2) Total annual attendance reflects repeat daily attendance for attendees and exhibitors registered for multi-day events.

Attendance Summary – Bill Graham Civic Auditorium

	Event Attendees (1)	Total Annual Attendance (2)
Civic Events	13,493	24,643
Concerts & Performing Arts	56,240	56,240
Meetings & Conferences	8,656	12,361
Tradeshows	6,576	9,806
Conventions	23,920	133,237
Conventions/Tradeshows	6,973	19,668
Examinations	5,997	6,072
Banquets	285	485
Consumer Shows	2,326	9,304
Total	124,466	271,816

(1) Event attendees reflects the number of attendees or exhibitors who registered or purchased a ticket for an event.
 (2) Total annual attendance reflects repeat daily attendance for attendees and exhibitors registered for multi-day events.

The revitalization of historic Civic Center Plaza and the surrounding area continue to add vibrancy and luster to Bill Graham Civic Auditorium's immediate setting. As a result of these constant improvements, overall activity at Civic for this past year was up in nearly all categories.

